

MOBILE PRODUCTIVITY, INC. ACQUIRES AIS IDENTIFIX™

Las Vegas, NV (January 14, 2005) – Mobile Productivity, Inc. (MPi), a premier automotive diagnostic, repair information and service merchandising provider, and Automotive Information System (AIS), a wholly owned subsidiary of CSK Auto Inc., and leading provider of the automotive diagnostic support IDENTIFIX™ Hotline™ and Direct-Hit™ announced today the merger and acquisition of the Minnesota based company AIS.

Founded in 1987, AIS markets its products and services under the brand name IDENTIFIX™. These products and services include: a technical hotline serving more than 10,000 independent automotive repair shops; the Repair Trac™ Service Bulletins; consulting services to automotive equipment manufacturers; and its 2003 MOTOR TOP 20 Tool Award winning online diagnostic system Direct-Hit™.

Les Silver, CEO/President of MPi, said, “MPi is excited to bring together two highly innovative companies that will cohesively enhance the efficiencies and profitability of the automotive service industry. The IDENTIFIX™ Direct-Hit™ product is a natural fit for MPi’s Advanced Repair Guidance Information System Vehicle Maintenance and Quick Service (ARGIS/VM™ and ARGIS/QS™) by incorporating over 2 million ‘quick fix’ solutions into the highly advanced and one-of-a-kind ARGIS diagnostic database. MPi’s ARGIS solution enables the automotive industry the ability to increase profits from increased service inspections and shop efficiencies by as much as \$20,000 each monthly. That’s an average of \$1,200 in additional technician sales each month.”

“By integrating the industry’s largest ‘quick fix’ diagnostic provider with ARGIS, MPi will be the industry leader in diagnostic solutions,” continued Silver.

“I’m very excited to join MPi and work together to provide the highest level of diagnostic solutions to the automotive service industry,” said Jeff Sweet, President of AIS. “IDENTIFIX™ employs 35 ASE Master Technicians who specialize in all makes and models, assists over 10,000 monthly customers with finding quick and accurate vehicle repair solutions to today’s most complicated and most common vehicle repair problems using its Hotline and Direct-Hit™ products. IDENTIFIX™’s highly specialize and unique diagnostic information based database is based on real-life repair scenarios that is constantly being updated with approximately 5,000 new solutions monthly. IDENTIFIX™ also tracks problems reported by technicians on 8 major vehicle systems providing the only source of technician authenticated vehicle reliability reports. By adding IDENTIFIX™ reliability data into the MPi’s Quick Service (ARGIS/QS™) system, ARGIS/QS™ will now be able to identify components likely to fail, allowing a targeted maintenance vehicle maintenance service unlike any in the country that will allow car owners peace of mind and savings through better preventative maintenance,” said Sweet.

Jeff Sweet will continue to oversee the operations of the IDENTIFIX™ products as President. The IDENTIFIX™ technical staff will continue to operate out of the St. Paul, Minnesota office, while the telesales support services will be managed out the MPi corporate headquarters in Las Vegas, NV..

About Automotive Information Systems

Founded in 1987, AIS has evolved into the nation's best source for knowledge of what breaks on vehicles, what vehicles it breaks on, and how to fix those vehicles correctly. AIS has built this knowledge base through continual analysis of data. Its knowledge base is created from data gathered from the more than 250,000 calls it receives each year from technicians seeking diagnostic assistance for vehicle repair problems; its staff of 35 Master Technicians (with over 600 years combined years of experience performing vehicle diagnostics); and the nation's most comprehensive on-site library of factory vehicle service information.

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About Mobile Productivity, Inc.

Mobile Productivity, Inc. (MPi) provides the automotive industry a highly innovative and proprietary diagnostic, repair information and service merchandising solution. MPi's Advanced Repair Guidance Information System (ARGIS™) enables modern service centers to increase efficiencies and profits by streamlining the method technician's diagnosis vehicle repairs by utilizing a customized repair information systems that are easy to use and effectively contributes to customer service merchandising. MPi is backed by Warburg Pincus, a global leader among the top private equity and venture capital firms. Since 1971, Warburg Pincus has invested more than \$16 billion in 480 companies in 30 countries. Throughout its 35-year history in private equity, the firm has invested at all stages of a company's life cycle, from founding start-ups and providing growth capital to leading restructurings, recapitalizations and buy-outs. For more information, please visit www.mpifix.com.

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